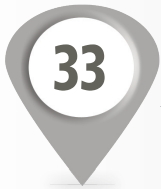




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

CHILD CARE

The average display ad at the **CHILD CARE** heading generates **92** calls annually



The average display ad at the **CHILD CARE** heading generates **33** annual sales

The average display ad at the **CHILD CARE** heading generates **\$59,656** in annual sales revenue



The Return on Investment for the average sale at the **CHILD CARE** heading is **\$30.90** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **CHILD CARE** heading, the advertiser needs to receive **13** calls annually.

